**Campaign Toolkit**

**Introduction to Campaigns**

What is a campaign?

A campaign is an organised effort to raise awareness and highlight an issue in society, and work towards achieving a positive change. Challenging these behaviours and issues requires the mobilisation of people and power to make a change to law, policy, practice, or behaviour.

*Awareness Campaign –* An awareness campaign will be centred around educating others on a particular topic, potentially through events, blogs, social media posts or other activities. E.g. drug & alcohol awareness week, skills week, sexual health awareness and guidance week.

*Lobbying Campaign –* A lobbying campaign is where you are trying to influence decision makers to create change. This could be done through a variety of methods such as writing formal letters or proposals, meetings with decision makers, presenting student petitions etc. E.g. a campaign to increase the number of gender-neutral toilets on campus or to implement women’s only hours at the gym.

>> What a campaign is not…

A one-off event, fundraising or an academic project. Your campaign should be aimed at creating more awareness on campus or creating change at university.

Why should you start a campaign?

Nobody understands the issues facing students today more than you! Whether its housing, academic experience, welfare, cost of living, we believe students should have the opportunity to voice their opinions and make significant changes to the lives of students at Royal Holloway.

Campaign Checkpoints

1. Submitting your **campaign proposal** using the form available online. This is your chance to share your aims and ideas, so we can help make your vision become a reality. Your campaign must align with the [SU Values](https://www.su.rhul.ac.uk/union/) and not overlap with an existing campaign in order to be approved.
2. You’ll then be invited to a **meeting with the Student Voice team** where you can discuss your plans, how you can launch your campaign and the support we can give you.
3. Once we’re **ready to go**, we’ll share a brand kit with you on Canva so you can create resources to promote your campaign and also ask you to submit the web content template so we can create a campaign page for you.
4. Then it’s time to **launch your campaign** and start promoting your aims with the wider student body. Whether your delivering events, sharing blogs and Instagram posts or creating a petition we can help guide you every step of the way.
5. Once your campaign has **come to an end**, make sure to reflect on what you’ve achieved and shout about it too – we’ll help you with the next steps!

**Building your Campaign**

Identifying the Issue

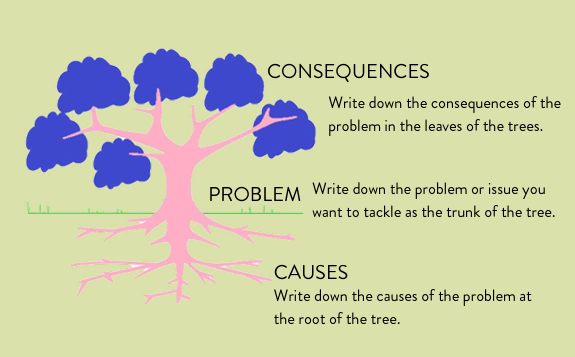
When developing a campaign, it’s important to identify exactly what you are trying to achieve and why. Some questions to consider as you start building your campaign:

* What do you want to change?
* Why is this an issue?
* Do you have evidence to support why this is an issue?
* What type of campaign is required? Awareness or Lobbying

If you haven’t already got evidence to support your campaign, this may be something you want to go and do. You could use existing data out there from external companies, there might be some information available via the Students’ Union or you could go out and ask students yourselves! You could do this via a survey, social media, talking to people or running a focus group.

This will help you understand exactly what needs to change and why, as well as help other people understand why this campaign is important.

Once you understand what the issue is you can start to build out your campaign and understand what needs to change. It’s important to make sure you consider what the root cause of the issue is and will the change you are proposing addresses this. You can use the Problem Tree Exercise to help with this:



Identifying your Aims & Objectives

It’s really important to be clear on what it is that you want to achieve and by when. This helps you focus your effort and make your campaign measurable.

Use SMART goals to determine what a successful campaign would look like:

**S**pecific: Have a goal that is specific and clear

**M**easurable: Ensure your goal is measurable and trackable

**A**ttainable: The goal should be achievable and realistic

**R**elevant: Set yourself a goal that is relevant to the campaign and what you and your campaign team can deliver

**T**ime-bound: Be really clear on what the start and end date of your campaign is.

Example (Awareness Campaign):

**Campaign Aim:** To increase awareness of mental health support services during the exam period among undergraduate students.

**SMART Goal:** By the end of the three-week campaign, we will increase awareness of mental health support by reaching at least 1000 students via social media and engaging 200 students in on-campus Stressbuster activities.

Example (Lobbying Campaign):

**Campaign Aim:** To successfully lobby the university to extend library hours to 24/7 access during the main exam period

**SMART Goal:** Between March 20 and April 15, we will gather 1000 student signatures and submit a formal proposal to the university leadership requesting 24/27 library access during May exams, with the aim of receiving a decision by May 1.

Campaign Team

Having a full campaigns team can help your campaign be effective in ensuring all goals are achieved. A team of people with different skills and strengths is important to building a winning campaign. We recommend having at least 3 people actively involved in the campaign to help share the workload.

Here are some suggested roles that may help get you started but it’s your campaign, so think about what you need to make your aims a reality:

Campaign Manager – the head of the campaign, coordinating the team and ensuring you all stay on track in delivering on your aims.

Campaign Secretary – they would oversee administration of the campaign, arranging meetings, ensuring documentation is complete, booking event space, overseeing any volunteers you may decide to recruit.

Promotion Lead – they would lead on all promotions relating to the campaign such as posters, social media, emails and making sure the campaign messaging is consistent and clear.

*How to find a Campaign Team?*

* Ask your friends! Offer them the opportunity to get involved.
* Reach out to a Student Leader! There may be a student group, a Community Officer or School Rep who shares an interest in your campaign.
* Ask your coursemates! Why not ask to speak at the start of a seminar or lecture to let people know you are looking for people to help with a campaign.

Campaign Stakeholders – Power Mapping

As your planning your campaign it would be useful to think about who your stakeholders are. Things to consider:

* Who does your campaign impact?
* Who might support your campaign? Think about Sports Clubs, Societies, Academic Reps, Community Officers, Sabbatical Officers, External Groups!
* Who are the decision-makers who can help you achieve your aims?

Have a think about how you can reach each of those audiences. Is there anyone who might be able to reach one of those specific audiences that you could lean on for support?

Having this information will help you determine your campaign strategy.

Campaign Methods

Next you want to think about what tactics you will use to achieve your objectives, what impact you think the tactic will have and what resources are needed.

When deciding on your campaigning methods, there are a variety of different methods you could use:

*Awareness Campaigns:*

* Posters & Flyers
* Social Media Campaigns
* Information Stall e.g. in the library
* Workshops & Events
* Creative Displays
* Video Content
* Murals

*Lobbying Campaigns:*

* Meetings with Decision-Makers
* Petitions
* Written Proposal
* Student Executive Motions
* Open Letters
* Data Collection
* Community Organising
* Demonstrations

*Picking a Campaign Method*

* **Escalation –** when building a campaign, you don’t want to jump straight to the highest-level tactic e.g. demonstration, petition – this might have the opposite effect of winning over stakeholders and might impact the success of your campaign. These are also tactics that require the most amount of resource and effort. Instead, start with a lower-level tactic e.g. meetings, proposals, open letters and see what you can achieve from there before moving to the next level.
* **Resources** – When evaluating your campaign methods, map out what resources, funding, marketing, actions etc would be required. From there you can determine what would be achievable within your budget and workload.

Promoting Campaigns

We can help build a campaign webpage on the SU website where you can signpost people to, share information and related events and blogs. When you submit your campaign proposal, if approved, you’ll be asked to complete a webcontent template so we can create your campaign page for you.

When promoting your campaign on social media, make sure to tag Sabbatical Officers, School Reps, Community Officers and @SURHUL so we can help share your campaign.

We will also share a brand kit with you so you can use this to create resources and materials.

Running Events

If you are organising an event or any in-person activity, you will need to write a risk assessment and submit your event plan to the Student Voice team at [voice@su.rhul.ac.uk](mailto:voice@su.rhul.ac.uk).

We can help you with booking rooms on campus as well as ordering any potential materials. You’ll be able to find our risk assessment template and guidance on the Campaigns Hub.

Campaign Funds

We also have a pot of funding available to support student-led campaigns across each academic year. Make sure to outline what your planned expenditure is on your proposal form, and we can confirm what funds are available to you.

We do also have lots of resources already that can be used – so if you’ve got an idea just let us know!

**Guide to Lobbying**

There are two types of lobbying

Insider Lobbying

This involves working within the system and having direct-access to decision-makers. Tactics generally include attending meetings with university staff, sitting on working groups, lobbying through reps or elected officers.

For example: the VP Education attends the Personal Tutor working group to discuss improving the personal tutor system for students.

*Pros:* Builds long-term relationships, can influence early stages of policy, seen as constructive and professional

*Cons:* Less visible to the wider student body, risk of being ignored

Outsider Lobbying

This involves applying external pressure on decision-makers by mobilising public opinion or visibility – especially when access is limited or ignored. Tactics might include petitions, open letters, walkouts, public awareness stuts.

For example: Students stage a sit-in in the university library to demand longer opening hours.

*Pros:* Raises awareness and urgency, builds student solidarity, can force a response from authorities

*Cons:* Can strain relationships with staff, might be dismissed as disruptive

Do’s & Don’ts of Lobbying

Do:

* Be respectful to your target you are lobbying
* Don’t be afraid to challenge
* Listen to what they have to say
* Make your lobbying relevant to them

Don’t:

* Pester them
* Be aggressive and confrontational
* Take up too much of their time
* Ask for generic support

**Beyond Your Campaign**

Communicating Your Success

It’s essential that you let students know the outcome of your campaign – and we can help with this! Tell us what you achieved and use any photos, quotes or statistics – we can publish blogs and share on social media shouting about how you have made a difference to students on campus.

Employability Boost

Don’t forget to reflect on the skills you have learnt during this campaign and shout about it on your CV and cover letters. There are so many invaluable experiences that can happen when delivering a campaign which will help you stand out to an employer.

Awards & Recognition

At the SU, we have a variety of opportunities for awards that you should consider putting yourself forward for after running a campaign!

* Part of a Student Group? Society Awards and Colours Ball
* An Academic Rep? Rep Awards
* And we have the Student Impact Awards – where there is even an award dedicated for a Student Campaigner.

**Support Available**

The Student Voice team at the Students’ Union is available to support you during your campaign. If you have a question, just email [voice@su.rhul.ac.uk](mailto:voice@su.rhul.ac.uk)!

As well as our campaigns hub, there are lots of external resources that you can access to help you build your campaign:

* <https://thechangeagency.org/strategy/>
* <https://campaignbootcamp.org/resources/>
* <https://courses.sogicampaigns.org/campaigncommunication/>
* <https://campaignbootcamp.org/resources/tactics-to-use-in-campaigning-198-methods-of-non-violent-action/index.html>